

Boom in British Films Report Average of Ten Films Weekly Produced

Canadian Moving Picture DIGEST

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Exhibitors

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RAY LEWIS
Editor and Managing Director

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DON'T GET HOT AND BOTHERED



THE warm weather is with us. The kind of temperature which paints pictures of lakes and sea-shore, pretty girls in bathing suits, fans and much perspiration.

Summertime is a time when even exhibitors think of a holiday, but business must go on as usual; and exhibitors will find it necessary to work a little more than usual if they desire to keep their theatres open profitably.

The first step in this direction is not to get "hot and bothered". It is not your first summer in picture business. Make your house look cool. The glittering fronts can be ice-crusted so that your theatre looks like the coolest place in the city.

People are hypnotized by advertising. It draws like a magnet. To look cool is to make people feel cool. Once inside, be certain that your house offers fresh currents of air. In the good old legitimate show days girl ushers were accustomed to go around with trays of glasses of water which they offered to patrons.

It might be a good idea to follow this procedure in picture houses. To create a good impression is to create good business.

ENTERTAINMENT ONLY COUNTS

SAM ECKMAN, JR., who is in charge of the London offices of Metro-Goldwyn-Mayer Company, recently made a statement, as reported in the Motion Picture Herald, that "Good entertainment is the only thing in which the picture-goer is interested. This is behind the great progress recently made by British films."

Mr. Eckman also stated that American producers who were showmen welcomed the "increasing popularity of British films" for several reasons among which was the belief that competition is the life of trade; and that the excellence of British pictures was building up a

British motion picture public which would also patronize good American-made product as well.

Mr. Eckman's argument is logical and easy to accept because it sounds the keynote of commonsense.

IT WON'T BE LONG NOW

NOMINATION DAY, Tuesday, June 12th; and election day for the Province of Ontario, Tuesday, June 19th. Polls will be open from 9 a.m. daylight saving time until 8 p.m. daylight saving time in Toronto.

Your editor, Ray Lewis (Mrs. Joshua Smith), is a candidate for member of Parliament for Bellwoods Riding. The boundaries: Palmerston Blvd. on the West side to Crawford St. on the East side. North to the city limits and South to the Bay. The population of this riding is approximately 45,000 with about 25,000 voters.

There are four candidates in the field for Bellwoods, a Conservative; a Liberal; Independent (Mrs. Joshua Smith); and a Communist.

If you can spare election day to help Ray Lewis, or if you have a car available for that day please phone committee rooms. The telephone numbers are as follows, 686 Bloor St. West, Lakeside 4805; 581 College St., Melrose 8817; 829 Queen St. West, Elgin 2605; 673 St. Clair Ave. West, Lakeside 0851.

Help to make some more modern history, firstly Motion Pictures as the most popular Entertainment in the world, secondly help elect the first woman member of Parliament for the Province of Ontario. Your editor is not blowing her own trumpet when she states that she is the strongest candidate in the Bellwoods Riding. Vote and support the favorite.



RAY



RAY LEWIS

PRESENTS

JOSEPH HUMMEL, General Foreign Sales Manager for Warner Bros., recently returned to New York after a nine months' tour of Europe, Asia, South Africa.

Mr. Hummel states that the American Motion Picture is as popular as it has ever been despite the competition it has had from British productions. Mr. Hummel emphasized that the policy of exchanging British and American stars was not a popular policy with the British picture public which prefers an all-American picture, or an all-British one.

An important factor in the matter of an exchange of stars, from Mr. Hummel's viewpoint, is that the objective sought by this exchange is not attained, in that in America the all-British picture has been more favorably received than the British picture with American stars introduced into a British story, direction, and cast.

The same reaction has followed in England where American producers have introduced British stars in American stories, produced in Hollywood.

In complimenting British producers, Mr. Hummel referred to "The Private Life of Henry VIII", the Korda-British production released in Canada through Regal Films Limited: "I would never have known that film was not made in Hollywood," he said.

United Artists are planning to release twenty-four features for the current year, which is expected to include one each from Mary Pickford and Charles Chaplin.

There will be 18 Walt Disney productions, all of which, including the Mickey Mouse series, will be entirely in technicolor.

Regal Films will have at least three pictures from the London Film Productions for release. This is the British company of which Alexander Korda is the producer: "The Private Life of Don Juan", with Douglas Fairbanks, Jr.; H. G. Wells' "100 Years to Come", directed by Lewis Milestone, and "The Scarlet Pimpernel". United Artists have the American distribution of these British pictures.

Another announcement comes from Universal which is to present forty-two features for the season of 1934-5. There will also be 26 two-reel comedies and 58 single reels.

THE Motion Picture Producers and Distributors Association announce the result of a questionnaire in respect to double features, and the figures given are as follows: 1,182 opposed to double features, 217 in favor of it.

I note that many of the major producing and distributing companies have a clause in their contract which prevents exhibitors from double-features their big pictures.

I have never been in favor of double features as you, my readers well know. Many years ago I was opposed to this cheapening of picture values, just as I was opposed to the elaborate prologues and presentations which came into vogue, surfeiting the public with too much entertainment and providing a \$2.00 show for 50c.

It could not last any more than the augmented orchestras of 100 men in Motion Pictures theatres could last. But the public had grown accustomed to such bargains and when such titanic overhead had to be eliminated, the public developed a complex that it was not getting its money's worth in the show presented.

I am also of the opinion, after close to 20 years of active motion picture experience, that entertainment means variety and this is best obtained through the introduction of a news reel, a comedy, a travelogue, and a feature picture, for any bill.

There may be certain sections of the country where double features bring increased business, in fact exhibitors have argued this point with me knowing that I am opposed to the double feature picture policy. Where a showman gets business following a certain policy, there is no argument that you can present to dissuade him from the righteousness of such a policy. However, I think a compromise should be arranged in respect to the double-feature problem.

The major companies with their big stars certainly have their stars and trademarks injured on the double feature policy. If they cannot produce a picture sufficiently weighty to make the exhibitor a profit, it is time that they had a conference on the subject with their producing department.

The remedy does not lie in giving the public two pictures for the price of one, but making better pictures so that the public will feel that it has received full value for the price of admission.

"THE HOUSE OF ROTHSCHILD", with George Arliss, broke the year's record for attendance at the Tivoli, London. The premiere receipts were over \$45,000, which even in English pounds sounds like a lot of money. The entire receipts were turned over to the Personal Service League of the fund for German-Jewish women and children. Among the distinguished patrons were the Queen of Spain and her party. The arrangements for this notable event were made by Joseph Schenck, President of United Artists, and Mark Ostrer, Chairman of Gaumont-British.

A most brilliant audience was in attendance, with representatives from the Diplomatic Corps., from the Houses of Parliament, the Social Register, men and women of

(Continued on page 5)

Metro-Goldwyn-Mayer has Nine Big Pictures in Production Now

Committee Rooms :581 College St.
MElrose 8817686 Bloor St. W.
LAKeside 4805829 Queen St. W.
ELgin 2605673 St. Clair Ave W.
LAKeside 0851**Campaign Headquarters**

OF

Mrs. JOSHUA SMITH

INDEPENDENT CANDIDATE

Bellwoods Riding - Toronto

Dear Voters:

This communication is to acquaint you with the fact that I am a candidate for Member of Parliament in the coming Provincial election, Tuesday, June 19th, 1934. My riding is Bellwoods Riding, City of Toronto.

There was never a greater need for unity and co-operation of all people than there is today, for the world is full of discord and unrest, of rumours of war and racial antipathies.

There must be equality of the rights of citizenship, and for both sexes. Men should invite women to co-operate in the administration of the political responsibilities of life as well as the social obligations. Men and women must work together in formulating the laws which govern life and the business of living, for all legislation is applicable to men and women.

Your vote for Mrs. Joshua Smith is a vote for representative government, for the security and protection of the home, which is the pivot around which the State revolves, for all legislation leads to home.

This is not the first time in history that women have been called upon to save a nation. The Bible is a living record of such service. Jochebed, Miriam, Queen Esther, Deborah, Jael, Rahab, Ruth, Hannah, etc., etc., were Famous Women of Bible History, who contributed substantially to civilization.

Among the most brilliant of English rulers, was Queen Victoria; she made a British Empire. Women are identified with periods of intellectual and cultural progress, with Empire Building throughout the history of the world. In the Parliaments of the world today are many women. In Great Britain and in the United States women hold important government positions and have a substantial parliamentary representation. Canada is woefully negligent of the opportunity of utilizing the statesmanship service of women. But Canada is a progressive nation, and cannot afford to be a laggard in the March of Time. Will you as Canadian citizens help to elect Canadian women to the Parliaments of Canada. You have an opportunity on June 19th to elect Mrs. Joshua Smith for Bellwoods Riding, in the Provincial Government of Ontario.

As a closing paragraph to this letter, may I say to you as Samuel, the Prophet, the son of Hannah, said:

"Behold, here I am, witness against me before the Lord, and before His Anointed, whose ox have I taken? Or whom have I defrauded? Whom have I oppressed? Or of whose hand have I received any bribe to blind my eyes therewith? And I will restore it to you."

I stand on my record of 25 years of voluntary social service, to the people of Canada, to Toronto, (the city in which I was born).

As a candidate for Member of Parliament in Bellwoods Riding, my platform is:

Mother's Allowance to include mothers with one child.

Revision of Old Age Pensions which will reduce the age limit to 65.

Health Insurance.

Unemployment Insurance.

An educational system which will give each child a trade or profession when ready to leave school.

We need women in the welfare, health, educational, minimum wage and employment departments. We need women in Parliament, for the protection and security of the home.

Sincerely,

MRS. JOSHUA SMITH.

HEAR MRS. JOSHUA SMITH

STATION CKCL

Friday, June 15th - 7.35 p.m.

Saturday, June 16th - 7.35 p.m.

Monday, June 18th - 7.35 p.m.

Ray Presents

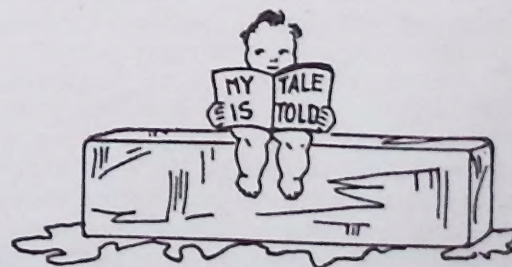
(Continued from page 4)

Arts and Letters, etc., etc. Following the premiere, record attendance prevailed for each performance with hundreds daily turned away.

The Sackville Tribune of New Brunswick has a very pleasing column in connection with W. W. O. Fenety, who manages two theatres in Fredericton. Mr. Fenety started his show business career in 1907, a few years before I thought of it; and is still an Independent.

Loew's Theatres Limited will pay a dividend on its preferred stock, according to a notice recently sent out. The last of such dividends was paid in July of 1931. The next payment of 7% will be paid on June 30th to holders of record June 15th.

Getting dividends reminds one of that "last line" referred to by Mack & Moran, "Read dat last line ober again".



Loew's Obligations Retired—Preferred Dividends Resumed, Marcus Loew's Theatres Limited

Women's Institutes of Manitoba Discuss Movies

(Special to Digest from Winnipeg)

THE Women's Institutes of Manitoba, assembled in convention at the Manitoba Agricultural college June 6th, decided they want the provisions of the Manitoba Amusement Act, under which the provincial censor board operates, enforced to the letter. They are satisfied with the classification "adult" and "general", but object to children being admitted to adult films at children's prices.

Nor is the solution adult prices for children, since now adults can get in for 15 cents in some cases. Children pay 10 cents and find it too easy to procure the other five cents, delegates said.

Another objection was the mixing of pictures. Mrs. H. M. Speechly instanced the children's film, "Alice in Wonderland", which was shown during Christmas week in conjunction with a sophisticated picture, "Stage Mother". Her phone and those of other members in the city were "buzzing with people boiling hot with rage". As a result of the protest, the second film was taken off the boards the following Wednesday.

Last Saturday morning, June 2, Mrs. Speechly said, mothers who gave their children 10 cents and said, "Now, go to a show", had the chance of sending them to only two general films. The other 22 theatres in Winnipeg had adult films. The two films were "Eskimo" and "S.O.S. Iceberg".

In reply film theatres do not cater to children, it was pointed out by Locksley McNeill, chairman of the Manitoba censor board. Downtown shows have only one percent of their total audience as children. In the neighborhood theatres, children total 10 percent. Rural showmen affirmed that 50 percent of their picture show audiences were children.

Dauphin District Women's Institute asked for a resolution calling for strict adherence to the terms of the act, which they consider covers the case but wanted a clause added banning children under 16 from attending "adult" films unless accompanied by a parent.

Mr. McNeill pointed out that a demand for a better class of pictures would have a good effect. Mrs. Speechly congratulated him for taking this attitude. Women could have a part in this "cleaning up of the Film Industry", she believed.

"We are in sympathy with your work. We know that only those pictures that come to your hands can be censored," the meeting told Mr. McNeill. At the same time the delegates expressed surprise that the million-dollar picture, "Eskimo", was a box-office failure. Good films of this class, they felt, should be more widely supported. Birtle women announced that "Cavalcade" held up the traffic in that town. Many were turned away from the doors.

Motion Picture Business Picking Up in Winnipeg

MOTION PICTURE theatre attendance in Winnipeg is picking up, which is always a reliable sign that business is improving, and that more people are being put back to work. The Metropolitan Theatre, managed by Frank Willis, has just been awarded the prize for the largest attendance record for the past 13 weeks in all Canada, taking into consideration the seating capacity of the building and the class of productions shown. The award was made by Famous Players Canadian Corporation. Mr. Willis has his choice of gifts and will select a golf outfit, socks, plus fours and all that goes to make up a picturesque figure on the greens; but not the kilts.

"Little Man What Now" with Margaret Sullivan Proves Universal's Toronto Hit

I.O.D.E. Urged to Support British Films

The Film Committees of the Imperial Order of the Daughters of the Empire are particularly active in regard to the promotion of British Films. A recent report stressed the improvement of British Films which "cannot be surpassed in technical excellence by any other product".

The report from British Columbia revealed that members are being urged to give preference to British Films. The Alberta report revealed that 102 British pictures had been brought into the province in 1933, as compared with 34 in 1932 and 22 in 1931, and 12 in 1930.

Increased distribution was reported from Saskatchewan with two British Films presented during the World Grain Show held at Regina.

British pictures are being featured at six Winnipeg theatres. Toronto and other cities and towns in Ontario report wider distribution for British Films.

Quebec is also responding to British films and French films. New Brunswick reports prospects for the establishment of new records in the matter of British Film distribution, while Nova Scotia presents a greater interest in British Films.

Regal, United Artists and Empire Films are the companies which at present have substantial programmes of British Films for release in Canada. The names of these companies were not reported in the report.

Winnipeg Theatre Owners Discuss Two Week Closing of Theatres

A SUGGESTION has been made by a number of the owners of motion picture theatres in Greater Winnipeg that all the theatres in the district close during the last two weeks of July.

Helmer N. Jernberg, owner of the Province Theatre, who is one of the chief promoters of the idea, is bringing it up for discussion before the Manitoba Motion Pictures Association, Winnipeg branch, shortly, and will advance reasons why the plan should be put into effect.

Two Reel Comedies Requested

The New Glasgow News, N.S., is worried about the "easing out" of short comedies from theatre programmes. The writer makes a plea for the retention of such entertainment citing as an excellent argument that the comedies, shorts, etc., make up the entertainment of a programme which satisfies patrons when they are on many occasions disappointed in the quality of the feature.

Theatre Business Improves In Alberta Capital

Mr. A. A. Entwistle reported as owner of one of the largest Independent theatre chains in Western Canada, reported to the Calgary Herald that "theatre business in Edmonton has shown a slight improvement over last year".

Crop conditions were good in the north was the opinion of this Western theatreowner and he believed there would be an "excellent fall season".

Two More Northern Electric Equipped Theatres Opened

The Regent Theatre in Windsor, Ontario, and the "Canadien" in Montreal, have installed complete Northern Electric Sound Systems, and the "Rivoli", of the United Amusements Chain in Montreal, we understand will also be amongst those present in the Northern Family Circle.